

Section 4.25 Advertising

Last Update: 02/2011

Advertising is a crucial component of effective recruitment whether filling a job vacancy or implementing a branding advertisement campaign. It is recommended that the agency include an advertising line item in its recruitment budgets.

The Iowa Department of Administrative Services – Human Resources Enterprise (DAS-HRE) has contracted with the Des Moines Register to offer reduced rates for recruitment advertising. To assure group rate pricing when advertising through the Des Moines Register, the agency should place recruitment advertisements through the Account Relationship Specialist assigned to the State of Iowa.

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The Recruitment Coordinator of DAS-HRE will maintain a database of recruitment advertising options and work to develop cost effective means of advertising to assist the agencies. The agencies are, however, responsible for planning, creating, placing, and billing of recruitment advertisement.

The Planning Process

- Use historical hiring/advertising data to determine an appropriate budget projection
- Survey applicants to determine which sources have been effective
- Identify free, low cost, and high visibility advertising options
 - Determine an appropriate budget for advertising – print, television, radio, websites, etc.
 - Consult with the DAS-HRE Recruitment Coordinator for assistance
- Implement time saving strategies by creating:
 - An advertisement template for high turnover positions
 - A database of sources based on job classifications
 - An email distribution list of applicable organizations to send advertisements
- Look for opportunities to collaborate with other state agencies in developing advertisement campaigns

Creating the Advertisement

- The hiring manager is pivotal to effective advertisement creation and should be the primary contributor of advertisement content
- The advertisement should be specific, yet brief, using adjectives that help the reader gain a clear picture of the job
- Include the current agency logo in display advertisements
- Make certain to include required content applicable to merit-covered positions (See [Advertisement Content](#) section)

Placing the Advertisement

- Be strategic about what section of the paper to place the advertisement, or the air time to run an advertisement
- Consider a referral advertisement in a different section of the paper when the position targets multiple disciplines
- Take advantage of advertisement packages that might include online advertising or other media sources
- Ask for a proof and rate quote to review before giving permission to run an advertisement
- Remove advertisements from job boards consistent with post closing date

If the agency does not have dedicated staff for creating and placing advertisements, the DAS-HRE Recruitment Coordinator is available to assist with the following:

- Creating the advertisement
- Identifying appropriate advertisement sources
- Placing the advertisement

The agency may also review the [Managers and Supervisors Manual, Recruitment Guidelines](#) for more information on advertising options.

Paying for Advertisement

The agency is responsible for paying for all job specific advertisements and agency branding advertisement campaigns. DAS-HRE will only pay for state-wide employment branding advertising and marketing materials.

When utilizing DAS-HRE staff to place an advertisement the agency must provide billing information for DAS-HRE to use. In many instances, especially with new sources, the agency must secure payment/billing arrangements before an advertisement can be placed.

Advertisement Content for Merit-Covered Positions

Merit covered recruitment advertisements **must** always contain the following information:

- Official job title (inclusion of a working title is optional)
- BrassRing requisition number
- Closing date
- Hiring department
- Job essentials – position location (city and county), hours of work, travel (if applicable)
- Summary job description
- Minimum qualifications
- Selective(s) (where applicable)
- Salary information
- Application instructions providing the following DAS-HRE information:
 - Online application website – <https://das.iowa.gov/human-resources/state-employment>
 - Physical address – Hoover State Office Building, 1305 E Walnut Street, Des Moines, IA 50319
 - Phone, fax, and email – 515-281-5889-phone, 515-281-7970-fax, das.hre.info@iowa.gov
- The following statement: “The State of Iowa is an Equal Employment Opportunity/Affirmative Action Employer”

When the advertisement is for a non-merit job vacancy, the advertisement should include specific instructions on how to apply and provide the necessary contact information for receipt of the application and/or cover letter and resume.